

Global Overview

H1 2018

PR Advisors

Global & Regional league tables

League tables

Global

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	4	Finsbury Hering Schuppener GPG	292,749	74	117,639	148.9%	
2	1	Sard Verbinnen & Co	251,458	114	191,290	31.5%	
3	2	Brunswick Group	243,854	83	174,638	39.6%	
4	5	FTI Consulting	233,249	104	104,891	122.4%	
5	3	Joele Frank Wilkinson Brimmer Katcher	157,820	69	172,522	-8.5%	
6	8	Abernathy MacGregor Group (AMO)	109,992	41	59,375	85.2%	
7	13	Tulchan Communications	90,679	18	15,969	467.8%	
8	7	Ashton Consulting (AMO)	79,744	1	63,590	25.4%	
9	9	CNC/JKL (Publicis/MSLGROUP)	78,282	32	57,487	36.2%	
10	10	Maitland (AMO)	76,858	55	35,621	115.8%	
11	6	Kekst (Publicis/MSLGROUP)	71,253	74	103,904	-31.4%	
12	16	Edelman	50,218	55	14,300	251.2%	
13	50	LLORENTE & CUENCA (AMO)	46,767	12	2,480	1785.8%	
14	61	Community Group	46,641	15	1,312	3455.0%	
15	27	Estudio de Comunicacion SA	41,452	8	7,514	451.7%	
16	-	Deekeling Arndt Advisors in Communications (AMO)	40,494	3	-	-	
17	37	Gasthalter & Co	39,008	18	5,346	629.7%	
18	18	Citigate Dewe Rogerson	27,709	55	14,132	96.1%	
19	12	Havas Paris (AMO)	26,619	16	17,135	55.3%	
20	24	Weber Shandwick	19,956	12	11,157	78.9%	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Sard Verbinnen & Co	251,458	114	120	-6	
2	2	FTI Consulting	233,249	104	102	2	
3	3	Brunswick Group	243,854	83	96	-13	
4	5	Finsbury Hering Schuppener GPG	292,749	74	81	-7	
5	6	Kekst (Publicis/MSLGROUP)	71,253	74	76	-2	
6	4	Joele Frank Wilkinson Brimmer Katcher	157,820	69	82	-13	
7	9	Maitland (AMO)	76,858	55	38	17	
8	10	Edelman	50,218	55	34	21	
9	8	Citigate Dewe Rogerson	27,709	55	49	6	
10	7	Abernathy MacGregor Group (AMO)	109,992	41	65	-24	
11	15	Greenbrook Communications	14,358	35	29	6	
12	18	CNC/JKL (Publicis/MSLGROUP)	78,282	32	24	8	
13	12	Image Sept	15,608	29	32	-3	
14	22	Owen Blicksilver Public Relations	1,664	29	21	8	
15	21	Barabino & Partners	9,336	28	23	5	
16	24	MHP Communications	3,568	26	20	6	
17	14	Newgate Communications	5,983	23	30	-7	
18	13	ICR (Integrated Corporate Relations)	2,811	22	31	-9	
19	20	Prosek Partners	4,888	20	23	-3	
20	44	MC2	905	19	10	9	

League tables

US

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	2	Sard Verbinen & Co	229,179	102	172,328	33.0%	
2	1	Joele Frank Wilkinson Brimmer Katcher	152,849	65	172,484	-11.4%	
3	5	Finsbury Hering Schuppener GPG	139,775	34	91,539	52.7%	
4	8	Abernathy MacGregor Group (AMO)	102,743	38	59,375	73.0%	
5	3	Brunswick Group	93,129	43	115,609	-19.4%	
6	6	FTI Consulting	82,754	41	85,538	-3.3%	
7	4	Kekst (Publicis/MSLGROUP)	68,648	69	95,578	-28.2%	
8	40	Tulchan Communications	46,421	6	1,769	2524.1%	
9	12	Edelman	42,410	38	11,984	253.9%	
10	22	Gasthalter & Co	39,008	18	5,346	629.7%	
11	23	Havas Paris (AMO)	24,130	3	5,285	356.6%	
12	9	CNC/JKL (Publicis/MSLGROUP)	17,195	12	55,947	-69.3%	
13	18	Maitland (AMO)	13,370	13	6,071	120.2%	
14	16	Greenbrook Communications	12,578	21	8,380	50.1%	
15	29	Hill+Knowlton Strategies	12,545	5	3,601	248.4%	
16	65	W2O Group	7,536	2	575	1210.6%	
17	62	Grupo Albion	5,427	3	654	729.8%	
18	55	Clermont Partners	5,400	1	796	578.4%	
19	74	Teneo Blue Rubicon	5,318	3	348	1428.2%	
20	116	Citadel Magnus	4,599	6	90	5010.0%	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Sard Verbinen & Co	229,179	102	107	-5	
2	3	Kekst (Publicis/MSLGROUP)	68,648	69	68	1	
3	2	Joele Frank Wilkinson Brimmer Katcher	152,849	65	81	-16	
4	7	Brunswick Group	93,129	43	43	0	
5	5	FTI Consulting	82,754	41	49	-8	
6	4	Abernathy MacGregor Group (AMO)	102,743	38	65	-27	
7	8	Edelman	42,410	38	27	11	
8	6	Finsbury Hering Schuppener GPG	139,775	34	47	-13	
9	12	Owen Blicksilver Public Relations	1,664	29	21	8	
10	21	Greenbrook Communications	12,578	21	9	12	
11	9	ICR (Integrated Corporate Relations)	2,233	19	27	-8	
12	16	Gasthalter & Co	39,008	18	12	6	
13	10	BackBay Communications	1,476	18	27	-9	
14	11	Prosek Partners	4,399	17	21	-4	
15	13	Chris Tofalli Public Relations	910	16	20	-4	
16	22	Maitland (AMO)	13,370	13	8	5	
17	19	CNC/JKL (Publicis/MSLGROUP)	17,195	12	10	2	
18	14	Stanton Public Relations & Marketing	3,472	12	14	-2	
19	18	Citigate Dewe Rogerson	630	12	11	1	
20	50	Dennard-Lascar Associates	2,195	8	4	4	

League tables

Europe

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	3	Finsbury Hering Schuppener GPG	215,996	64	93,250	131.6%	
2	1	Brunswick Group	176,086	56	142,123	23.9%	
3	2	FTI Consulting	158,462	73	99,163	59.8%	
4	12	Tulchan Communications	90,679	18	15,279	493.5%	
5	7	Ashton Consulting (AMO)	79,744	1	61,358	30.0%	
6	8	CNC/JKL (Publicis/MSLGROUP)	78,216	30	54,187	44.3%	
7	9	Maitland (AMO)	76,608	53	35,323	116.9%	
8	5	Sard Verbinnen & Co	49,595	28	77,792	-36.2%	
9	46	Community Group	46,641	15	1,312	3455.0%	
10	40	LLORENTE & CUENCA (AMO)	45,287	9	1,885	2302.5%	
11	26	Estudio de Comunicacion SA	41,452	8	5,456	659.8%	
12	-	Deekeling Arndt Advisors in Communications (AMO)	40,494	3	-	-	
13	14	Citigate Dewe Rogerson	27,696	54	11,624	138.3%	
14	16	Abernathy MacGregor Group (AMO)	22,170	9	9,597	131.0%	
15	70	Weber Shandwick	19,269	9	455	4134.9%	
16	6	Joele Frank Wilkinson Brimmer Katcher	18,516	13	64,788	-71.4%	
17	13	Image Sept	15,608	28	12,615	23.7%	
18	20	Edelman	14,996	21	7,357	103.8%	
19	4	Kekst (Publicis/MSLGROUP)	14,818	20	83,015	-82.2%	
20	24	Teneo Blue Rubicon	14,761	7	6,061	143.5%	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	FTI Consulting	158,462	73	79	-6	
2	3	Finsbury Hering Schuppener GPG	215,996	64	57	7	
3	2	Brunswick Group	176,086	56	66	-10	
4	4	Citigate Dewe Rogerson	27,696	54	43	11	
5	5	Maitland (AMO)	76,608	53	36	17	
6	8	Greenbrook Communications	14,358	35	29	6	
7	14	CNC/JKL (Publicis/MSLGROUP)	78,216	30	21	9	
8	10	Sard Verbinnen & Co	49,595	28	24	4	
9	6	Image Sept	15,608	28	32	-4	
10	12	Barabino & Partners	9,336	28	23	5	
11	15	MHP Communications	3,568	26	19	7	
12	26	Edelman	14,996	21	10	11	
13	7	Kekst (Publicis/MSLGROUP)	14,818	20	30	-10	
14	30	MC2	905	19	10	9	
15	9	Tulchan Communications	90,679	18	27	-9	
16	16	Newgate Communications	3,679	18	17	1	
17	31	IWK	377	18	10	8	
18	43	Charles Barker Corporate Communications	304	17	7	10	
19	18	Hawthorn	788	16	15	1	
20	21	Community Group	46,641	15	13	2	

League tables

UK

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	5	Maitland (AMO)	73,495	48	35,323	108.1%	
2	6	Finsbury Hering Schuppener GPG	71,614	30	27,949	156.2%	
3	1	Brunswick Group	64,963	31	102,543	-36.6%	
4	9	Tulchan Communications	51,057	17	15,279	234.2%	
5	2	FTI Consulting	27,033	47	85,932	-68.5%	
6	16	Citigate Dewe Rogerson	23,038	28	3,552	548.6%	
7	115	Montfort Communications	12,135	4	-	-	
8	11	Greenbrook Communications	12,056	27	6,992	72.4%	
9	15	Teneo Blue Rubicon	11,521	6	4,761	142.0%	
10	52	Edelman	10,178	7	234	4249.6%	
11	50	Barabino & Partners	7,493	3	236	3075.0%	
12	-	Studio Noris Morano	7,385	1	-	-	
13	3	Sard Verbinnen & Co	6,826	15	64,536	-89.4%	
14	17	Instinctif Partners	6,312	11	2,528	149.7%	
15	-	Grupo Albion	4,537	2	-	-	
16	10	Powerscourt	4,406	9	9,213	-52.2%	
17	25	CNC/JKL (Publicis/MSLGROUP)	3,738	9	1,073	248.4%	
18	23	Newgate Communications	3,679	15	1,354	171.7%	
19	42	MHP Communications	3,558	25	319	1015.4%	
20	-	Citadel Magnus	3,176	2	-	-	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	2	Maitland (AMO)	73,495	48	35	13	
2	1	FTI Consulting	27,033	47	53	-6	
3	3	Brunswick Group	64,963	31	33	-2	
4	4	Finsbury Hering Schuppener GPG	71,614	30	29	1	
5	7	Citigate Dewe Rogerson	23,038	28	20	8	
6	6	Greenbrook Communications	12,056	27	22	5	
7	8	MHP Communications	3,558	25	18	7	
8	17	MC2	905	19	10	9	
9	5	Tulchan Communications	51,057	17	27	-10	
10	15	Sard Verbinnen & Co	6,826	15	10	5	
11	11	Newgate Communications	3,679	15	14	1	
12	10	Kekst (Publicis/MSLGROUP)	2,600	12	15	-3	
13	12	CityPress PR	2,581	12	13	-1	
14	13	Hawthorn	696	12	12	0	
15	14	Instinctif Partners	6,312	11	11	0	
16	9	Powerscourt	4,406	9	16	-7	
17	24	CNC/JKL (Publicis/MSLGROUP)	3,738	9	5	4	
18	35	Edelman	10,178	7	3	4	
19	23	Teneo Blue Rubicon	11,521	6	5	1	
20	18	Joele Frank Wilkinson Brimmer Katcher	417	6	9	-3	

League tables

Germany

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	1	Finsbury Hering Schuppener GPG	58,308	15	55,782	4.5%	
2	2	CNC/JKL (Publicis/MSLGROUP)	55,629	11	49,572	12.2%	
3	6	Brunswick Group	51,958	7	3,295	1476.9%	
4	11	Maitland (AMO)	22,215	11	870	2453.4%	
5	22	Citigate Dewe Rogerson	21,901	4	198	10961.1%	
6	23	Joele Frank Wilkinson Brimmer Katcher	10,606	3	198	5256.6%	
7	25	Sard Verbinen & Co	6,545	2	90	7172.2%	
8	4	Edelman	2,534	4	5,165	-50.9%	
9	-	Market Street Partners	2,276	1	-	-	
10	32	Fogel & Partners	2,038	2	7	29014.3%	
11	21	LLORENTE & CUENCA (AMO)	1,713	2	200	756.5%	
12	-	Deekeling Arndt Advisors in Communications (AMO)	872	2	-	-	
13	17	FTI Consulting	808	10	300	169.3%	
14	13	Greenbrook Communications	622	2	796	-21.9%	
15	-	Perfect Game Communications	369	2	-	-	
16	-	NewCap	346	1	-	-	
17	-	Duomo Comunicacion	271	1	-	-	
18	-	akampion	270	1	-	-	
19	14	Instinctif Partners	178	1	362	-50.8%	
20	36	IWK	176	11	-	-	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Finsbury Hering Schuppener GPG	58,308	15	22	-7	
2	2	CNC/JKL (Publicis/MSLGROUP)	55,629	11	14	-3	
3	8	Maitland (AMO)	22,215	11	5	6	
4	4	IWK	176	11	9	2	
5	3	FTI Consulting	808	10	10	0	
6	9	Charles Barker Corporate Communications	-	10	5	5	
7	5	Brunswick Group	51,958	7	8	-1	
8	11	Hawthorn	-	5	4	1	
9	36	Citigate Dewe Rogerson	21,901	4	1	3	
10	12	Edelman	2,534	4	3	1	
11	26	Image Sept	-	4	2	2	
12	37	Joele Frank Wilkinson Brimmer Katcher	10,606	3	1	2	
13	7	Cometis AG	6	3	6	-3	
14	59	fischerAppelt advisors	-	3	1	2	
15	13	Sard Verbinen & Co	6,545	2	3	-1	
16	43	Fogel & Partners	2,038	2	1	1	
17	35	LLORENTE & CUENCA (AMO)	1,713	2	1	1	
18	-	Deekeling Arndt Advisors in Communications (AMO)	872	2	-	-	
19	30	Greenbrook Communications	622	2	1	1	
20	-	Perfect Game Communications	369	2	-	-	

League tables

France

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	6	Sard Verbinnen & Co	25,803	6	10,146	154.3%	
2	-	Weber Shandwick	16,641	3	-	-	
3	4	Image Sept	15,608	28	12,615	23.7%	
4	35	Abernathy MacGregor Group (AMO)	15,445	2	223	6826.0%	
5	3	FTI Consulting	7,258	11	13,130	-44.7%	
6	21	Joele Frank Wilkinson Brimmer Katcher	4,748	3	798	495.0%	
7	20	Citigate Dewe Rogerson	4,698	23	1,179	298.5%	
8	1	Brunswick Group	4,603	16	41,159	-88.8%	
9	2	Havas Paris (AMO)	3,488	15	15,634	-77.7%	
10	-	Hirzel.Neef.Schmid.Counselors (AMO)	2,902	1	-	-	
11	16	HeadLand Consultancy	1,887	8	2,048	-7.9%	
12	13	Finsbury Hering Schuppener GPG	1,528	6	2,666	-42.7%	
13	11	Greenbrook Communications	1,500	4	5,431	-72.4%	
14	-	Domestique Consulting	1,127	2	-	-	
15=	23	Estudio de Comunicacion SA	1,017	1	674	50.9%	
15=	-	Grupo Albion	1,017	1	-	-	
17	-	IPAN Hill+Knowlton Strategies	1,000	1	-	-	
18	24	Image Building	916	3	672	36.3%	
19	-	Camarco	810	1	-	-	
20	14	CNC/JKL (Publicis/MSLGROUP)	761	3	2,629	-71.1%	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Image Sept	15,608	28	32	-4	
2	4	Citigate Dewe Rogerson	4,698	23	18	5	
3	2	Brunswick Group	4,603	16	23	-7	
4	3	Havas Paris (AMO)	3,488	15	21	-6	
5	6	FTI Consulting	7,258	11	13	-2	
6	7	HeadLand Consultancy	1,887	8	10	-2	
7	20	Sard Verbinnen & Co	25,803	6	3	3	
8	21	Finsbury Hering Schuppener GPG	1,528	6	3	3	
9	24	NewCap	471	6	3	3	
10	10	Kable Communication Finance	313	6	8	-2	
11	11	Steele & Holt	264	6	7	-1	
12	26	Charles Barker Corporate Communications	264	5	3	2	
13	9	Actus Finance	121	5	9	-4	
14	15	Greenbrook Communications	1,500	4	5	-1	
15	5	Publicis Consultants (Publicis/MSLGROUP)	200	4	14	-10	
16	13	CTCom	127	4	6	-2	
17	8	Actifin	23	4	9	-5	
18	17	Cicommunication	-	4	4	0	
19	-	Weber Shandwick	16,641	3	-	-	
20	32	Joele Frank Wilkinson Brimmer Katcher	4,748	3	2	1	

League tables

Italy

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	1	Brunswick Group	48,775	4	25,781	89.2%	
2	6	Community Group	44,299	11	1,138	3792.7%	
3	-	FTI Consulting	40,266	3	-	-	
4=	-	Deekeling Arndt Advisors in Communications (AMO)	39,622	1	-	-	
4=	-	Estudio de Comunicacion SA	39,622	1	-	-	
4=	-	LLORENTE & CUENCA (AMO)	39,622	1	-	-	
4=	11	Tulchan Communications	39,622	1	211	18678.2%	
8	2	Barabino & Partners	9,316	25	5,360	73.8%	
9	17	Maitland (AMO)	7,589	2	135	5521.5%	
10	39	Studio Noris Morano	7,466	3	-	-	
11	7	Image Building	4,306	10	800	438.3%	
12	4	Finsbury Hering Schuppener GPG	3,942	7	1,926	104.7%	
13	-	Teneo Blue Rubicon	3,240	1	-	-	
14	20	Sard Verbinnen & Co	2,800	2	115	2334.8%	
15	-	Kekst (Publicis/MSLGROUP)	2,800	1	-	-	
16	10	HeadLand Consultancy	2,074	4	291	612.7%	
17	3	Ad Hoc Communication (AMO)	1,101	2	2,528	-56.4%	
18	9	Greenbrook Communications	891	5	420	112.1%	
19	8	Image Sept	810	3	582	39.2%	
20	31	Camarco	810	1	-	-	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Barabino & Partners	9,316	25	21	4	
2	2	Community Group	44,299	11	11	0	
3	6	Image Building	4,306	10	4	6	
4	8	Finsbury Hering Schuppener GPG	3,942	7	3	4	
5	14	Greenbrook Communications	891	5	1	4	
6	5	Brunswick Group	48,775	4	4	0	
7	10	HeadLand Consultancy	2,074	4	2	2	
8	4	Close to Media S.r.l.	355	4	5	-1	
9	-	FTI Consulting	40,266	3	-	-	
10	39	Studio Noris Morano	7,466	3	1	2	
11	9	Image Sept	810	3	2	1	
12	19	Maitland (AMO)	7,589	2	1	1	
13	22	Sard Verbinnen & Co	2,800	2	1	1	
14	3	Ad Hoc Communication (AMO)	1,101	2	5	-3	
15	27	Citigate Dewe Rogerson	113	2	1	1	
16	-	Instinctif Partners	100	2	-	-	
17	23	Charles Barker Corporate Communications	40	2	1	1	
18=	-	Deekeling Arndt Advisors in Communications (AMO)	39,622	1	-	-	
18=	-	Estudio de Comunicacion SA	39,622	1	-	-	
18=	-	LLORENTE & CUENCA (AMO)	39,622	1	-	-	
18=	15	Tulchan Communications	39,622	1	1	0	

League tables

Spain

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	3	LLORENTE & CUENCA (AMO)	45,287	7	1,885	2302.5%	
2	6	Brunswick Group	44,799	5	1,005	4357.6%	
3	23	FTI Consulting	42,210	7	7		
4	1	Estudio de Comunicacion SA	41,452	8	5,451	660.4%	
5	-	Community Group	39,797	2	-	-	
6=	-	Deekeling Arndt Advisors in Communications (AMO)	39,622	1	-	-	
6=	21	Tulchan Communications	39,622	1	16		
8	4	Grupo Albion	11,061	8	1,543	616.9%	
9	7	Maitland (AMO)	4,830	3	871	454.5%	
10	14	Kreab	2,345	7	473	395.8%	
11	19	Duomo Comunicacion	369	2	51	623.5%	
12	-	CNC/JKL (Publicis/MSLGROUP)	271	1	-	-	
13	-	Joele Frank Wilkinson Brimmer Katcher	149	1	-	-	
14	-	Eurocofin	33	1	-	-	
15	-	Lewis PR	21	1	-	-	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	1	Estudio de Comunicacion SA	41,452	8	10	-2	
2	5	Grupo Albion	11,061	8	3	5	
3	4	LLORENTE & CUENCA (AMO)	45,287	7	4	3	
4	11	FTI Consulting	42,210	7	2	5	
5	2	Kreab	2,345	7	9	-2	
6	8	Brunswick Group	44,799	5	2	3	
7	26	Deva Comunicacion Financiera	12	4	1	3	
8	9	Maitland (AMO)	4,830	3	2	1	
9	6	Atrevia	12	3	3	0	
10	-	Community Group	39,797	2	-	-	
11	22	Duomo Comunicacion	369	2	1	1	
12	7	Havas Paris (AMO)	-	2	2	0	
13=	-	Deekeling Arndt Advisors in Communications (AMO)	39,622	1	-	-	
13=	10	Tulchan Communications	39,622	1	2	-1	
15	-	CNC/JKL (Publicis/MSLGROUP)	271	1	-	-	

League tables

Asia-Pacific (excl. Japan)

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	6	Brunswick Group	33,706	14	11,086	204.0%	
2	13	Edelman	19,418	7	2,477	683.9%	
3	2	Maitland (AMO)	13,402	8	14,311	-6.4%	
4	7	Finsbury Hering Schuppener GPG	13,323	8	8,607	54.8%	
5	5	Sard Verbinen & Co	12,218	18	11,280	8.3%	
6	16	CNC/JKL (Publicis/MSLGROUP)	9,960	6	1,331	648.3%	
7	27	Citadel Magnus	5,168	16	559	824.5%	
8	96	Image Sept	4,755	4	-	-	
9	-	Ruder Finn	4,066	1	-	-	
10	3	Domestique Consulting	3,672	6	14,253	-74.2%	
11	11	Citigate Dewe Rogerson	3,659	5	3,170	15.4%	
12	-	LLORENTE & CUENCA (AMO)	3,461	2	-	-	
13	1	Newgate Communications	3,314	10	16,410	-79.8%	
14	26	Kekst (Publicis/MSLGROUP)	2,855	7	683	318.0%	
15	8	FTI Consulting	2,518	13	6,940	-63.7%	
16	23	Grupo Albion	2,475	1	889	178.4%	
17	-	Point Communications ApS	2,268	1	-	-	
18	-	GFW Media & Strategy	2,250	1	-	-	
19	36	Christensen Investor Relations	2,143	2	340	530.3%	
20	25	Abernathy MacGregor Group (AMO)	2,140	2	710	201.4%	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	2	Sard Verbinen & Co	12,218	18	19	-1	
2	5	Citadel Magnus	5,168	16	11	5	
3	1	Brunswick Group	33,706	14	20	-6	
4	4	FTI Consulting	2,518	13	12	1	
5	3	Newgate Communications	3,314	10	15	-5	
6	21	Maitland (AMO)	13,402	8	2	6	
7	7	Finsbury Hering Schuppener GPG	13,323	8	10	-2	
8	8	Edelman	19,418	7	8	-1	
9	18	Kekst (Publicis/MSLGROUP)	2,855	7	3	4	
10	10	GRACosway	1,103	7	6	1	
11	38	Financial PR	223	7	2	5	
12	25	CNC/JKL (Publicis/MSLGROUP)	9,960	6	2	4	
13	6	Domestique Consulting	3,672	6	10	-4	
14	9	Citigate Dewe Rogerson	3,659	5	7	-2	
15	96	Image Sept	4,755	4	1	3	
16	16	Adfactors PR	1,445	4	3	1	
17	11	Tulchan Communications	204	4	6	-2	
18	22	Strategic Public Relations Group	716	3	2	1	
19	63	Cannings/Cannings Purple	382	3	1	2	
20	-	LLORENTE & CUENCA (AMO)	3,461	2	-	-	

League tables

Japan

PR advisor league table by value

Ranking			H1 2018		H1 2017		% Value change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Value (US\$m)		
1	-	FTI Consulting	80,387	2	-	-	
2=	6	Ashton Consulting (AMO)	79,744	1	2,232	3472.8%	
2=	1	Finsbury Hering Schuppener GPG	79,744	1	5,755	1285.6%	
4	3	Sard Verbinen & Co	61,806	2	3,430	1701.9%	
5	-	Abernathy MacGregor Group (AMO)	60,806	1	-	-	
6	-	Kekst (Publicis/MSLGROUP)	38,612	2	-	-	
7	9	Brunswick Group	16,607	3	773	2048.4%	
8	8	Edelman	16,370	3	1,050	1459.0%	
9	-	Maitland (AMO)	1,749	1	-	-	
10	-	Powerscourt	643	1	-	-	
11	-	Weber Shandwick	573	1	-	-	
12	-	Citadel Magnus	520	1	-	-	
13	5	Gasthalter & Co	370	1	3,300	-88.8%	
14	22	Mendel Communications	320	1	-	-	
15	-	Loderock Advisors	306	2	-	-	

PR advisor league table by deal count

Ranking			H1 2018		H1 2017		Count change
H1 2018	H1 2017	Company name	Value (US\$m)	Deal count	Deal count		
1	5	Brunswick Group	16,607	3	2	1	
2	10	Edelman	16,370	3	1	2	
3	-	FTI Consulting	80,387	2	-	-	
4	1	Sard Verbinen & Co	61,806	2	7	-5	
5	-	Kekst (Publicis/MSLGROUP)	38,612	2	-	-	
6	-	Loderock Advisors	306	2	-	-	
7=	4	Ashton Consulting (AMO)	79,744	1	2	-1	
7=	2	Finsbury Hering Schuppener GPG	79,744	1	3	-2	
9	-	Abernathy MacGregor Group (AMO)	60,806	1	-	-	
10	-	Maitland (AMO)	1,749	1	-	-	
11	-	Powerscourt	643	1	-	-	
12	-	Weber Shandwick	573	1	-	-	
13	-	Citadel Magnus	520	1	-	-	
14	8	Gasthalter & Co	370	1	1	0	
15	22	Mendel Communications	320	1	1	0	

Criteria

All data is based on transactions over US\$ 5m and is based on the Mergermarket's M&A deals database. Deals with undisclosed deal values are included where the target's turnover exceeds US\$ 10m. Deals where the effective stake acquired is less than 30% will only be included if the value is greater than US\$ 100m. Click [here](#) for the full deal criteria.

League tables: Based on the dominant geography of the target, bidder or seller company being the stated region/country. Exclude lapsed and withdrawn bids.

All values are in US\$.
Data correct as of 16-Jul-2018

Contacts

Production

Head of Advisory, EMEA

Andrea.Putaturo
Andrea.Putaturo@acuris.com
+44 20 3741 1274

Commercial

Americas

Kurt Viehl
Kurt.Viehl@acuris.com
+1 212 390 7812

Asia

Laurence Edwards
Laurence.Edwards@acuris.com
+852 2158 9771

EMEA

Ben Rumble
Ben.Rumble@acuris.com
+44 20 3741 1007

Deal Submissions

Americas

Jason Loria
Jason.Loria@acuris.com
+1 646 378 3122

Asia

John Capulong
John.Capulong@acuris.com
+852 2158 9723

EMEA

Tom Routledge
Tom.Routledge@acuris.com
+44 20 3741 1276

Press Relations

Americas

Chrissy Carney
Chrissy.Carney@acuris.com
+1 646 378 3118

EMEA

Olivia Cummins
Olivia.Cummins@acuris.com
+44 20 3741 1129

Mergermarket is an Acuris company

In M&A, information is the most valuable currency. Mergermarket reports on deals 6–24 months before they become public knowledge, giving our subscribers a powerful competitive advantage. With the largest network of dedicated M&A journalists and analysts, Mergermarket offers the most comprehensive M&A intelligence service available today. Our reporters are based in 67 locations across the Americas, Europe, Asia-Pacific, the Middle East and Africa.



EMEA

10 Queen Street Place
London
EC4R 1BE
United Kingdom
+44 203 741 1000
sales@acuris.com

Americas

330 Hudson St.
4th Floor
New York, NY 10013
USA
+1 212 500 7537
sales.us@acuris.com

Asia

16/F, Grand Millennium Plaza
181 Queen's Road Central
Hong Kong
+ 612 9002 3131
sales.asia@acuris.com